Rafferty, Shelby J.

From: Ural, Ebru
Sent: Thursday, November 18, 1999 8:48 PM
To: Rafferty, Shelby J.; Meltzer, Laura E.
Subject: Parliament recessed filter findings

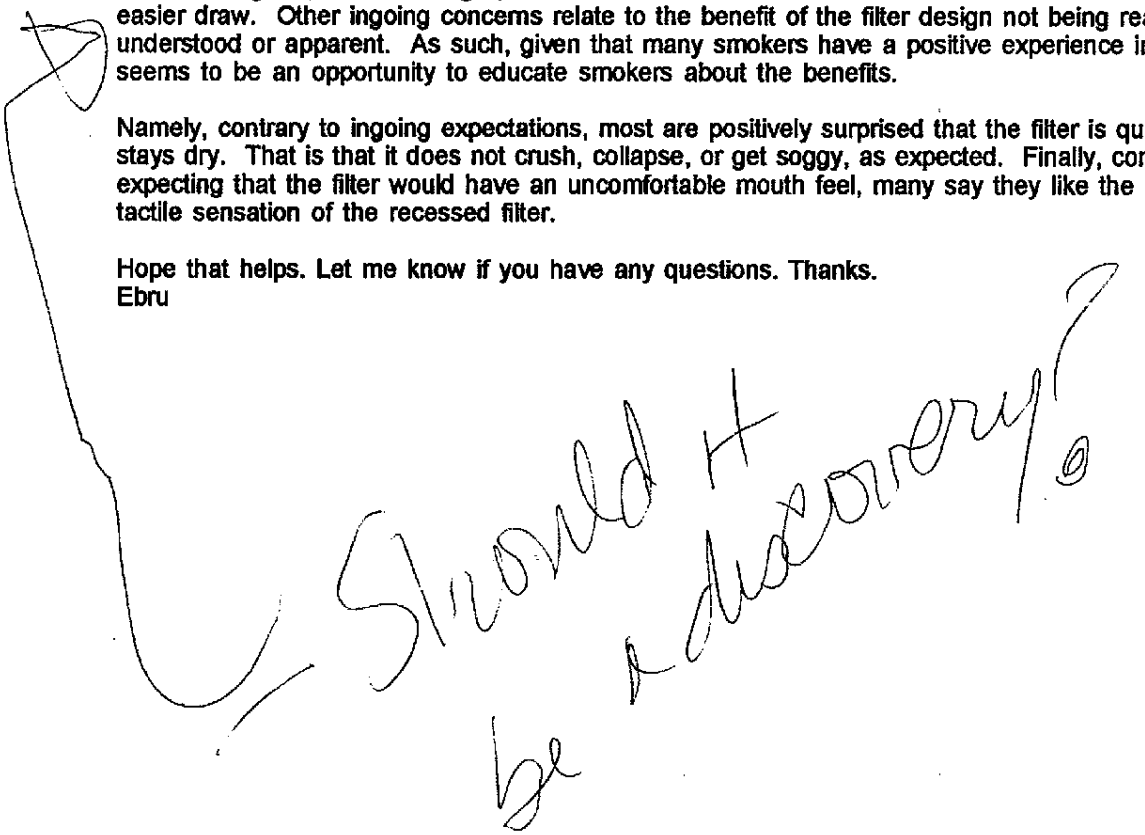
Hi, below is a quick summary of fairly consistent though non-conclusive feedback from both Parliament and Competitive smokers on the recessed filter based on 5-6 qualitative projects that were conducted between now and 1997.

Parliament smokers appreciate the unique filter and in fact, reject the flush filters which they perceive to be too "soft", "pillowy", or "spongy". In developing FF, Parliament Lights smokers tried flush filter FF vs. recessed and indicated that the flush version seemed to taste lighter and had a harder draw.

Competitive smokers are consistently inconsistent about their ingoing perceptions. Some expect it should be lighter, others stronger, and some to have a harder draw others to be smoother and an easier draw. Other ingoing concerns relate to the benefit of the filter design not being readily understood or apparent. As such, given that many smokers have a positive experience in trial, there seems to be an opportunity to educate smokers about the benefits.

Namely, contrary to ingoing expectations, most are positively surprised that the filter is quite sturdy and stays dry. That is that it does not crush, collapse, or get soggy, as expected. Finally, contrary to some expecting that the filter would have an uncomfortable mouth feel, many say they like the rigidity and tactile sensation of the recessed filter.

Hope that helps. Let me know if you have any questions. Thanks.
Ebru



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